

LekkerWerk AI Privacy Policy

Effective date: 14 October 2026

1. Who we are

LekkerWerk AI is a trading name of Sales Cadence (Pty) Ltd, registration number 2022/452270/07, a private company registered in South Africa ("LekkerWerk AI", "we", "us"). We design, build and run AI automations and AI agents for businesses.

This Privacy Policy explains how we collect and process personal information through lekkerwerk.ai and our services, in line with the Protection of Personal Information Act 4 of 2013 ("POPIA"). Terms not defined here have the meaning given in our Terms of Service.

2. Responsible party and operator

We are the **responsible party** for personal information we decide how to process: website visitors, enquiries, prospects and our clients' contact people.

We are an **operator** when we process personal information on a client's behalf while auditing, building or running an automation, for example customer records, invoices, emails or staff data passing through a workflow. The client is then the responsible party, its own privacy policy applies to that information, and the operator terms in our Terms of Service govern our processing. This policy covers our processing as responsible party.

3. Information Officer

- Legal entity: Sales Cadence (Pty) Ltd, trading as LekkerWerk AI
- Information Officer: Werner Jooste
- Email: hello@lekkerwerk.ai
- Address: First Floor, Willowbridge, Carl Cronje Drive, Bellville, Cape Town, 7530
- Telephone: +27 79 109 5533

4. What we collect

- **Identity and contact information:** name, job title, company, business email address and phone number.

- **Enquiry and booking information:** what you tell us through forms, email or calls, including figures you submit through our ROI calculator.
- **Commercial information:** quotes, statements of work, invoices, payment records and contracts.
- **Technical information:** IP address, browser, device and pages visited, collected through cookies and analytics.
- **Client operational information:** information in client systems that we access as operator, only on the client's instructions.

We do not intentionally collect special personal information (such as health, religious or biometric information) or information about children. Please do not send it to us. If a client workflow needs it, the client must tell us in writing first and confirm its lawful basis.

5. How we collect it

Directly from you through forms, email, calls and contracts; automatically when you use the website; and from public and commercial business sources, such as company websites, LinkedIn and business data providers, about people in their business roles.

6. Why we process it and on what basis

Purpose	Lawful basis (POPIA section 11)
Responding to enquiries and booking calls	Steps you ask us to take before a contract, or your consent
Delivering audits, builds and run and improve services	Performance of a contract
Invoicing, tax and record keeping	Legal obligation
Website security and analytics	Our legitimate interest
Direct marketing of our services	Section 69 of POPIA (see below)

We market our services to business contacts in line with section 69 of POPIA. Every marketing message identifies us and gives you a free way to opt out. You may object to direct marketing at any time by replying to any message or emailing hello@lekkerwerk.ai, and we will stop.

7. AI models and other service providers

Our automations use third-party AI models and software. Depending on the build, these include hosted models from OpenAI, Anthropic, Google, Microsoft, xAI and Mistral; open-weight models (such as DeepSeek, Qwen or Mistral) run locally or on infrastructure we or the client control; and workflow, hosting and email providers. These providers act as operators or sub-operators. We:

- use providers whose business or API terms state that submitted data is not used to train their models, or switch that setting off where it is available;
- send each provider only the information a task needs; and
- offer local, self-hosted or client-owned models where information must stay on the client's infrastructure.

The providers used in each client build are named in that client's statement of work.

8. Transfers outside South Africa

Many AI and cloud providers process information in the United States, the European Union or elsewhere. We transfer personal information outside South Africa only as section 72 of POPIA allows, mainly where the recipient is bound by a law, binding corporate rules or an agreement giving protection substantially similar to POPIA, or where the transfer is needed to perform a contract with you. Clients who need information to stay in South Africa can choose a local or self-hosted deployment.

9. Security

We use multi-factor authentication, least-privilege access, encryption in transit, and logging on the automations we run. Client credentials are kept in a password manager or the client's own secret store, never in plain text. If we have reasonable grounds to believe personal information has been accessed or acquired by an unauthorised person, we will notify the Information Regulator and the affected data subjects as section 22 of POPIA requires.

10. Retention

- Enquiries and prospects who do not become clients: up to 24 months, then deleted.

- Client contracts and financial records: 5 years after the relationship ends, as tax and company law require.
- Client operational information: only for the engagement, then returned or deleted within 30 days unless the client instructs otherwise.

11. Your rights

Under POPIA you may ask whether we hold your personal information, request access to it, ask us to correct or delete it, object to its processing, and withdraw consent. Email hello@lekkerwerk.ai. We respond within 30 days, and confirming whether we hold your information is free. Our PAIA Manual, which also explains how to request records, is available at www.salecadence.com.

You may complain to the Information Regulator (South Africa) at any time: Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191; POPIAComplaints@infoeregulator.org.za; <https://infoeregulator.org.za>. We would appreciate the chance to resolve your concern first.

12. Cookies

The website uses cookies needed for it to work and analytics to understand how it is used. You can block or delete cookies in your browser settings; the site will still work.

13. Third-party links

The website may link to other sites, such as booking tools and LinkedIn. We are not responsible for their privacy practices.

14. Changes

We may update this policy. The effective date at the top shows the latest version.